

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

**TRIMESTER 2, 2019/2020**

**BMK3144 – MULTIMEDIA & MARKETING**  
(All sections / Groups)

28 FEBRUARY 2020  
9:00 a.m. – 11:00 a.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE (1)** page (excluding cover page) with **FOUR (4)** questions only.
2. Attempt **ALL** questions.
3. All questions carry equal marks and the distribution of the marks for each question is given.
4. Please write all your answers in the Answer Booklet provided.

**Attempt ALL questions.**

**Question 1**

You are a Small-Medium Enterprise (SME) company selling a product (you are free to choose any product). Explain your company's strategies in selling the product of your choice in accordance to every part in the Diffusion–Adoption Curve.

(25 marks)

**Question 2**

The pricing of any product is extremely complex and intense as it is a result of a number of calculations, research work, risk taking ability and understanding of the market and the consumers. The management of the company considers everything before they price a product, this everything includes the segment of the product, the ability of a consumer to pay for the products, the conditions of the market, action of the competitor, the production and the raw material cost or you can say the cost of manufacturing, and of course the margin or the profit margins.

*Source : EDUCBA, 2017*

Compare **TWO (2)** points and contrast **TWO (2)** points of implementing a **price discrimination strategy** for a Small-Medium Enterprise (SME). Provide relevant examples in your answer.

(25 marks)

**Question 3**

Choose any existing company that sells a Fast Moving Consumer Product (FMCG) in Malaysia. Describe on their utilisation on any **FOUR (4)** elements of the marketing mix in an online context.

(25 marks)

**Question 4**

It is important for a company to have a sound integrated campaign. Analyse all **FOUR (4)** steps in planning an integrated campaign in the context of selling clothing online. Provide relevant examples for each step.

(25 marks)

**End of page**